

REMARKS/ARGUMENTS

Claims 21 and 30 stand rejected under 35 U.S.C. §112(2). Applicant has amended these claims, and thus this rejection is overcome.

Claims 21-40 are rejected under 35 U.S.C. §102(e) as being anticipated by Rempell, U.S. Patent No. 6,546,397.

Claim 21 as amended now clearly defines over Rempell. With respect to independent Claim 21 as amended, there is recited “if it is verified in the verify visual parameter act that the event does in fact change the visual display at the browser interface, then, in a record visual parameter act, the event is recorded to the data storage device.” Support for the Applicant’s amendment is found in the Applicant’s specification page 14, lines 1-12. Applicant submits that Rempell fails to teach or suggest verifying visual events for causing changes in visual stimuli and then recording the parameters of those events. Rather, Rempell teaches methods for designing and building a web page using a what you see is what you get (WYSIWYG) build frame. Rempell teaches construction of the original web page, while the Applicant teaches recording parameters of visual events that have already been created. Accordingly, Claim 21 is believed to be allowable over the cited prior art.

Claim 28 as amended is believed to clearly define over Rempell. Support for the Applicant’s amendment is found in the Applicant’s specification page 14, lines 1-12. Applicant submits that Rempell fails to teach or suggest monitoring already created visual stimuli presented to the user for visual events through a plurality of page objects for changes in visual stimuli and then recording the parameters of those events that cause changes in visual stimuli. Rather,

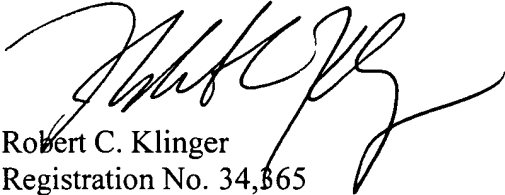
Rempell teaches using web page build tools to construct a single run time file and database to create a web page when executed. Accordingly, Claim 28 is believed to be allowable over the cited prior art as well.

Claim 30 as amended is believed to clearly define over Rempell. Support for the Applicant's amendment is found in the Applicant's specification page 14, lines 1-12 and page 18, line 21 through page 20, line 7. Applicant submits that Rempell fails to teach or suggest creating modified versions of viewable content by appending an applet to the viewable content, monitoring for visual events that cause changes in visual stimuli, and then recording parameters of the visual event that caused the change in visual stimuli. Accordingly, Claim 30 is believed to be allowable over the cited prior art as well.

A Two Month Extension of Time is enclosed along with the requisite fee. The Examiner is authorized to debit deposit Account 50-1752 if any additional fees are required.

The Examiner is invited to contact the undersigned by telephone if the Examiner believes that such a communication would advance the prosecution of the present patent application.

Respectfully submitted,



Robert C. Klinger
Registration No. 34,365

Jackson Walker L.L.P.
901 Main Street, Suite 6000
Dallas, Texas 75202
214.953.5978 Direct Dial
214.661.6873 Direct Fax